Supreme Court, U.S.
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No. 07-

In The
Supreme Court of the United States

STEPHEN G. GOETZ AND
GARDNER DESIGN GROUP,

Petitioners,

v.

AMERICAN EXPRESS COMPANY.

Respondent.

On Petition for Writ of Certiorari to the United States Court of Appeals for the Second Circuit

PETITION FOR WRIT OF CERTIORARI

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June 23, 2008

QUESTIONS PRESENTED

Should this Court resolve a clear split among the circuits in the inconsistent evidentiary standards they apply in a reverse confusion trademark infringement action wherein a reverse confusion claimant must first establish ownership in its mark by showing that the public associates the mark with its goods/services and then, on the reverse confusion issue, do the exact opposite and establish that the public associates its uses of its own mark as those of the infringing junior user.

Did the District Court below egregiously depart from the accepted and usual course of judicial proceedings by depriving the senior user of the opportunity to conduct any discovery to authenticate the junior user, American Express Company's, claim that it independently conceived of and did not steal the *My Life My Card* slogan, from defendant and cross-complainant?

RULE 14.1(b) STATEMENT

A list of all parties to the proceeding in the court whose judgment is the subject of this Petition is as follows:

Defendant-Appellants and Petitioners: Stephen G. Goetz and Gardner Design Group, LLC.

Plaintiff-Appellee and Respondent: American Express Company.

RULE 29.6 STATEMENT

Pursuant to Supreme Court Rule 29.6, petitioner states that it has no parent corporation, and no publicly-held company owns 10% or more of its stock.

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American Express Co. v. Stephen G. Goetz and Gardner Design Group, LLC, Judgment, February 23, 2006 S.D.N.Y. 05-cv-1555 14a-17a

American Express Co. v. Stephen G. Goetz and Gardner Design Group, LLC, Order, February 3, 2006 S.D.N.Y. 05-cv-1555 18a

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American Express Co. v. Stephen G. Goetz and Gardner Design Group, LLC, Order, October 19, 2005 S.D.N.Y. 05-cv-1555 27a-30a

American Express Co. v. Stephen G. Goetz and Gardner Design Group, LLC, Order, March 24, 2008 2nd Cir. No. 06-2184-cv 31a-32a

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PETITION FOR A WRIT OF CERTIORARI

Stephen G. Goetz and Gardner Design Group, LLC (collectively "Goetz") respectfully petition for a writ of certiorari to review the judgment of the Second Circuit.

OPINIONS BELOW

The Second Circuit's *per curium* judgment affirming the district court's summary judgment of non-infringement, dated February 4, 2008 is officially reported at 515 F.3d 156 (App. at 1a-13a).

The district court's entry of Judgment in favor American Express, dated February 24, 2006 (App. at 14a-17a).

The district court's Order granting American Express's motion for summary judgment, dated February 3, 2006 (App. at 18a).

The Second Circuit's denial of the petition for rehearing, dated March 25, 2008 (App. at 27a-28a).

JURISDICTION

The judgment of the Second Circuit sought to be reviewed was entered on February 4, 2008. The Second Circuit denied a timely petition for rehearing on March 24, 2008. This petition is timely entered under 28 U.S.C. § 2101(c) and Supreme Court Rule 13.3 because it is filed within 90 days of the entry of the order denying rehearing of the judgment sought to be reviewed. This Court has jurisdiction to review the judgment of the Second Circuit pursuant to 28 U.S.C. § 1254(1).

CONSTITUTIONAL AND STATUTORY PROVISIONS INVOLVED

Lanham Act 15 U.S.C. 1051 et seq.

STATEMENT OF THE CASE

American Express Company initiated this case seeking a declaration that it independently conceived of and did not steal or misappropriate the slogan *My Life, My Card* from Goetz, a slogan that became the centerpiece of its global ad campaign launched in November 2004, three months after Goetz submitted his slogan and promotional materials to American Express featuring a substantially identical mark.[1] American Express also sought a declaration that it did not infringe willfully or otherwise, Goetz's trademark rights. American Express filed its Declaratory Complaint days after it received a cease and desist letter from Goetz's counsel. Goetz immediately filed a cross-complaint alleging, among other things, that American Express misappropriated his slogan and infringed his trademark, in addition to claims for unfair competition and related claims.

The case squarely presented the doctrine of "reverse confusion" under the Lanham Act 15 U.S.C. 1051 *et seq.* The subject mark and slogan at issue in this case, *My Life, My Card* was the centerpiece of both parties' promotional efforts in 2004.

As the Second Circuit acknowledged, it is undisputed that Goetz was using the *My Life, My Card* mark in connection with his products and

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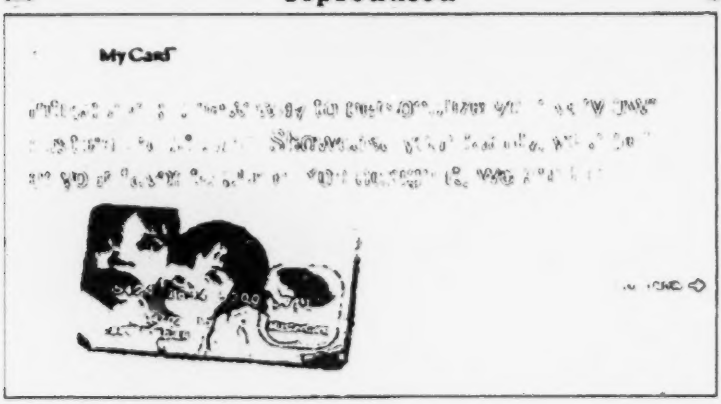
[1] In its own version of the mark, American Express replaces the comma with a period, *i.e., My Life. My Card.*

personalized credit card services *before* American Express launched its highly publicized ad campaign and began using the identical mark in commerce. (App. at 3a-4a).

Goetz first used the mark and software he developed in July 2004, when promotional materials featuring the mark were directly sent to American Express's Executive Vice President Global Advertising and Brand Management and Chief Marketing Officer. Specifically, the promotional materials described Goetz's services, prominently displayed the *My Life, My Card* mark, and used the notation "TM" in connection with the mark. American Express received the materials on August 2, 2004, and unbeknownst to Goetz at the time, and as American Express later admitted, American Express was at that very moment actively engaged in trying to identify a slogan to be the centerpiece of a new global ad campaign.

To further promote the goods and services, Goetz also created a website which also featured the *My Life, My Card* mark with the "TM" notation as reproduced below:



In addition to developing software and a website and sending promotional materials to American Express, Goetz also sent promotional materials to other leading credit card companies such as MasterCard, which was extremely interested and entered into negotiations with Goetz for the products and services. However, after American Express launched its global ad campaign, it quickly saturated the marketplace and fundamentally altered the course of Goetz's negotiations with MasterCard. American Express's highly public and highly regarded ad campaign overwhelmed Goetz's own efforts to further use the mark to promote its business. Almost immediately Goetz lost the ability to use its own mark.

A hotly disputed issue in the action was whether American Express or its ad agency independently conceived of the slogan prior to August 2, 2004, or whether it willfully co-opted Goetz's slogan and mark. The evidence produced by American Express consisted of a smattering of documents that had been printed after this lawsuit arose and which were dated between July 22 and July 28, 2004. Notably, there was no documentary evidence of any use of the slogan by American Express or its agency prior to July 22, 2004; there were no story boards or market analysis, and no communications with talent or their agents; and American Express submitted no declaration from any individual who actually claimed to have invented the slogan. Despite that, the district court granted American Express's motion to stay all discovery and refused to allow Goetz an opportunity to properly authenticate any of

American Express's claims or cross-examine any of its witnesses.

At one point, however, the district court did order American Express to produce the computer from which two of the critical documents were printed for production in this lawsuit. Had American Express been able to authenticate just one of the several documents it relied on, it could have resolved the entire issue of misappropriation once and for all. But it refused to do so. Remarkably, after the district court ordered it to produce the key computer American Express and its ad agency admitted that the computer from which the documents were printed had been destroyed long after this lawsuit was filed and one month after the documents were printed for production, but before American Express submitted the documents on summary judgment. Although American Express could not produce the computer, the court nevertheless did not permit any other discovery.

Compounding the problem was the fact that the district court refused to allow Goetz to take even a single deposition of any of American Express's declarants even though Goetz had moved to obtain discovery under Federal Rule Civil Procedure 56(f) (App. at 27a-30a). Despite such egregious departures from standard discovery procedures in a factually detailed matter, the district court granted American Express's motion for summary judgment and judgment was subsequently entered against Goetz and in favor of American Express.

In other words, Goetz was required to respond to American Express's motion for summary judgment ***despite*** being deprived of *any* discovery to authenticate American Express's claim that it independently conceived of the slogan and did not steal it.

It is undisputed that American Express received Goetz's letter on August 2, 2004. Specifically its Executive Vice President of Global Advertising and Brand Management and Chief Marketing Officer, John Hayes, received the letter and, at the same time, he was also working with his ad agency to come up with the slogan for its planned global ad campaign. It is also undisputed that on August 3, 2004, the day after he received Goetz's submission, several top executives from the ad agency charged with coming up with the slogan, drove out to and met with the Mr. Hayes at his vacation home in the Hamptons and, on that day, American Express officially adopted the slogan *My Life. My Card* to be the centerpiece of its next, global campaign, which was launched three months later in November 2004. It was also undisputed that, at least as of July 15, 2004, Mr. Hayes had rejected every other slogan proposed by the ad agency.

The normal course of judicial proceeding would have been to allow Goetz to authenticate at least one piece of evidence proffered by American Express through the sort of objectively verifiable electronic discovery that is relatively commonplace these days. The deprivation of such discovery, given the remarkable circumstances and sophistication of American Express, was an

egregious departure from the normal course of judicial proceedings.

REASONS FOR GRANTING THE PETITION

A. The Circuits Are Using Inconsistent Evidentiary Standards

The doctrine of reverse confusion is specifically designed for cases like this, to protect a relatively small business or entrepreneur, who is the senior trademark user from being overwhelmed and having its mark taken, essentially, by a much larger, albeit junior user of an identical or confusingly similar mark. McCarthy, TRADEMARKS AND UNFAIR COMPETITION §23:10 (2008); see also, *Sands, Taylor & Wood Company v. The Quaker Oats Company*, 978 F.2d 947, 957-958 (7th Cir 1992)(addressing reverse confusion where small senior holder of the "Thrist Aid" mark prevailed against Quaker Oats for seizing the mark for use with its Gatorade brand)

As the senior, yet much smaller user, Goetz is precisely the type of trademark owner that the doctrine of reverse confusion was designed to protect, and American Express is precisely the much larger, highly sophisticated junior user against whom Goetz should have been afforded some iota of protection.

This case presents this Court with the opportunity to resolve a clear division and split among the Circuits as to what should be the *evidentiary burden* upon a senior, yet much

smaller, putative trademark owner in a case of trademark infringement for reverse confusion.

The Third Circuit properly recognized the dilemma faced by a reverse confusion claimant. It has held that in a reverse confusion case, the burden of proof upon a smaller, senior user to establish trademark rights must be ***lowered*** precisely to prevent the larger, junior user from infringing with impunity. *See, e.g., Commerce Nat'l Ins. Servs. Co. v. Commerce Ins. Agency, Inc.*, 214 F.3d 432, 444 (3rd Cir. 2000). According to one commentator, "[p]resumably, the court [in *Commerce*] reasoned that the senior user is smaller and may not have had the time or money to attain secondary meaning, but should still not be subject to having its mark used by another company with more resources." GILSON ON TRADEMARKS, § 5.14[c].[2]

In this case, however, the Second Circuit, applied a different, higher evidentiary standard, one which was adopted in the Fourth Circuit. It implicitly followed a rule that reasons that "the doctrine of reverse confusion is a damages theory, expanding the relief available to a plaintiff who has already established exclusive right to its trade name." *Dick's Sporting Goods, Inc. v. Dick's Clothing & Sporting Goods, Inc.*, 1999 U.S. App.

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[2] This more permissive standard has also been adopted by the Ninth Circuit, where Goetz resides. *See Cohn v. Petsmart, Inc.*, 281 F.3d 837, 842 (9th Cir. 2002), *citing Commerce*, 214 F.3d at 444.

LEXIS 19942 at *35 (4th Cir. Aug. 20, 1999).[3] In other words, under this rule, a reverse confusion claimant faces the very same evidentiary burden to establish trademark rights as any trademark holder operating without the impediment of a larger, junior infringer – e.g. American Express – that has swamped the market with an identical mark.

In the action below, Goetz alleged, *inter alia*, that he had established trademark rights in the subject mark through activities analogous to trademark use. (App. at 11a). Despite acknowledging that Goetz was indeed the first to use the subject mark several months before American Express, the Second Circuit held that Goetz had not established any trademark rights, because he failed to establish that his analogous use of the *My Life. My Card* slogan had been "open and notorious," *i.e.*, "of such a nature and extent" that the mark had become "popularized in the public mind," so that the relevant segment of the public identified the mark with Goetz's services. (App. at 11a-12a).

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[3] The more restrictive evidentiary burden applied in the Fourth and Second Circuits have also been adopted by at least one district court from the Eighth Circuit *See Minn. Specialty Crops, Inc. v. Minn. Wild Hockey Club, LP*, 2002 U.S. Dist. LEXIS 13991 at *18 (D. Minn. July 26, 2002) ("As an initial matter, the Court rejects MSC's contention that the evidentiary burden is reduced in a reverse confusion case").

The second circuit's test for "analogous use," is virtually identical to the "secondary meaning" test utilized in the First Circuit. For example, trademark rights are created when "a significant quantity of the consuming public understand a name as referring exclusively to the appropriate party." *See, e.g., President & Trustees of Colby College v. Colby College--New Hampshire*, 508 F.2d 804, 807 (1st Cir. 1975). Both doctrines are used to determine when a party has in fact created or established cognizable trademark rights in the first place.

Thus, despite acknowledging that Goetz was the first to use the mark, the Second Circuit's ruling put Goetz in an inescapable Catch-22 by failing to take into account that the very harm the doctrine of reverse confusion seeks to remedy is that the "public mind" mistakenly believes that the smaller user's mark is associated with the large junior user. In other words, to prevail under the Second Circuit's reasoning, Goetz had the burden to first establish ownership in the mark by showing that the public associated the mark with his goods and services and then, on the reverse confusion issue, Goetz had to do the opposite and had the burden to establish that the public associated its uses of the mark it created with those of American Express. Goetz submits that this Court should clarify this split and resolve the inconsistent evidentiary burdens, and that the rule articulated and followed by the Third Circuit is the better rule that should be adopted because it pays homage to the policy and rationale behind the doctrine of reverse confusion, and the factual reality facing small

businesses and entrepreneurs in Goetz's position: specifically, American Express's adoption and widespread usage of the *My Life. My Card* mark ***after*** it knew Goetz had already been using his mark in commerce directly with his core market—the credit card companies. Indeed, Goetz had already sent his advertising materials to the same person at American Express responsible for coming up with its next slogan. Under such circumstances, the larger, sophisticated, yet junior user, should not be permitted free reign to seize a senior user's mark then flood the market to deprive the senior user of their mark.

The rule in the Fourth and Second Circuits, on the other hand, is illogical and contrary to the very purpose of the doctrine of reverse confusion – *i.e.*, to protect small businesses and entrepreneurs who are senior users from larger, yet junior users, that can inundate the market to seize any mark they want before the senior user even has an opportunity to establish the secondary meaning that these circuits require.

In the case at bar, the Second Circuit required that Goetz show a use of *My Life, My Card* that was "open and notorious" even though Goetz had already developed software for credit cards, launched a related service website, and marketed his product and services to American Express and the other leading credit card companies and had indeed entered into negotiations with MasterCard. Notably, the Court below required Goetz to show an association in the mind of the public even ***after*** American Express already had saturated the

market through its campaign that ensured that the public associated the mark with its *My Life. My Card global* advertising campaign.

The more logical, fair and just result, which would carry out the intent of the reverse confusion doctrine would have been to follow the rule applied in the Third and Ninth Circuits, which would have recognized Goetz's trademark rights in light of the reverse confusion caused by American Express. This Court should grant this Petition for the purpose of resolving this clear split in authority among the Circuits, and should confirm that the proper evidentiary burden in the case of reverse confusion, should be the rule promulgated and followed in the Third and Ninth Circuits, and not the more restrictive rule applied in the Fourth and Second Circuits.

B. Depriving Goetz of Any Meaningful Discovery Was An Egregious Departure From the Normal Course of Judicial Proceedings

This Court should also grant the Petition to correct an egregious departure from standard judicial procedures. Here, Goetz was, in a very real sense, railroaded by the district court's premature decision to grant American Express's motion to stay all discovery which deprived Goetz of any opportunity to conduct any discovery, despite the rather remarkable circumstances presented here, to say the least, and despite his motion for discovery under Federal Rule of Civil Procedure Rule 56(f). Such a deprivation of basic discovery

rights in a case of this magnitude was a clear and egregious departure from accepted and usual course of judicial proceedings. As this Court stated in *Celotex Corp. v. Catrett*, 477 U.S. 317 (U.S. 1986), Rule 56(f) is the safeguard that protects against premature summary judgment motions that deprive a party of discovery. Id. at 326. In this case, that safeguard failed.

Both the district court and the Second Circuit portray Goetz as having asked for carte blanche to rummage through American Express's files and documents hoping against hope to find something. This is simply false. All Goetz has ever asked for was the right to conduct some iota of discovery to authenticate even a single document that American Express relied upon to support its claim that it independently conceived of this slogan sometime between July 15 and August 1, 2004. Electronic discovery is now routine and commonplace and certainly such a large and sophisticated litigant as American Express should know this and have been able to voluntarily or otherwise verify its claim through objectively verifiable forensic discovery. Given the relative paucity of evidence for an ad campaign of this size, and the missing computer such a request seems extremely reasonable under the circumstances given the remarkable timing and circumstances of American Express's adoption of the identical mark a day after it received Goetz's submission. The fact that the computer from which its evidence was generated was destroyed, after American Express filed this lawsuit and after it received anti-spoliation letters from Goetz's counsel, warrants permitting discovery since the

factual question of whether American Express misappropriated the slogan can exist as a claim, separate and apart from whether Goetz established a trademark. *See, e.g., Thurman v. Whitfields*, 751 F.2d 90, 93 (2nd Cir. 1984) (reversing grant of summary judgment on basis of implied contract/idea submission); *Wrench LLC. v. Taco Bell Corp.*, 256 F.3d 446, 453 (6th Cir. 2001) (finding that unauthorized use of ideas or concepts of another may form the basis of liability under theory of breach of implied in fact contract). Even the Chief Judge of the Second Circuit Court of Appeals remarked during oral argument that it was "a stretch" for counsel to argue that American Express had conclusively established that it independently conceived of the centerpiece of its global ad campaign.

CONCLUSION

For the forgoing reasons, the petition for a writ of certiorari should be granted.

Respectfully Submitted,

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APPENDIX

UNITED STATES COURT OF APPEALS FOR THE SECOND CIRCUIT

August Term, 2006

(Argued March 2, 2007 Decided February 4, 2008)

Docket No. 06-2184-cv

AMERICAN EXPRESS CO.,
Plaintiff-Counter-Defendant-Appellee,

v.

STEPHEN G. GOETZ AND GARDNER DESIGN GROUP, LLC,
Defendants-Counter-Plaintiffs-Appellants.

Before:

JACOBS, Chief Judge,
CARDAMONE, and POOLER, Circuit Judges.

Defendants Stephen Goetz and Gardner Design Group, LLC appeal from a judgment entered February 24, 2006 in the United States District Court for the Southern District of New York (Kaplan, J.) granting plaintiff American Express's motion for summary judgment and dismissing Goetz's coun-

terclaims. Goetz had alleged that American Express infringed upon his trademark by using the slogan MY LIFE. MY CARD.

Affirmed.

[*157] *PER CURIAM:*

Many might associate the phrase MY LIFE. MY CARD. with advertisements for the American Express credit card featuring celebrity cardholders like Robert De Niro and Tiger Woods. But before American Express Co. (American Express) made the phrase famous, Stephen Goetz, the president of Gardner Design Group, LLC (Goetz), used a [**2] virtually identical slogan in a sales pitch to credit card companies. Goetz's idea was to personalize credit cards by reproducing photographs selected by cardholders on the face of their cards. In search of clients, Goetz sent proposals to various credit card companies, including American Express, containing [*158] a description of his concept and the catchphrase My Life, My Card.

In response to American Express's MY LIFE. MY CARD. campaign, Goetz demanded the company cease and desist using the slogan. American Express responded by commencing the instant declaratory judgment action in the United States District Court for the Southern District of New York before Judge Lewis A. Kaplan seeking a declaration that it had not misappropriated the slogan and that Goetz lacked a viable claim for infringement. In a judgment entered on February 24, 2006 the district

judge granted summary judgment to American Express and dismissed Goetz's counterclaims for misappropriation and trademark infringement.

Goetz's principal challenge on appeal is to the district court's ruling that he had not used the slogan as a trademark. We affirm.

BACKGROUND

In the summer of 2004 Goetz, who was then working as a corporate [**3] consultant for a company called Mez Design, formulated an idea to enable credit card customers to personalize a card by choosing a photograph to be printed on the card's face. Goetz developed proprietary software with this capability and endeavored to license or sell the software to credit card companies. In proposing his idea to potential clients, Goetz prominently displayed the slogan he created--"My Life, My Card" -- believing that the phrase "would perfectly embody what card consumers sought."

On July 30, 2004 Goetz mailed a proposal to American Express with a line reading: "'My Life, My Card' American Express delivers personalized cards to its cardholders!" Goetz sent similar proposals to Mastercard, Citigroup, Kessler Financial Services, and Metavante, in each case tailoring the catchphrase to the prospective client. With the help of Hans Krebs, an expert in web design, Goetz also created an Internet-based demonstration of his card personalization concept, which prominently displayed the slogan My Life, My Card on Krebs' server at http://mylifemycard.hanskrebs.com. On September 7, 2004 Goetz registered the domain name www.mylife-mycard.com and the following

day he filed an application [**4] with the United States Patent and Trademark Office for registration of the My Life, My Card mark.

American Express never replied to Goetz's proposal, but MasterCard expressed interest. In December 2004 and February 2005 Goetz met with MasterCard to discuss his personalized credit card services and, in his correspondence with Mastercard representatives, Goetz suggested they view his demonstration on the Internet.

Also in the summer of 2004 American Express hired the Ogilvy Group advertising agency (Ogilvy) to assist in the development of a new global campaign for American Express products. On July 22, 2004 Ogilvy proposed the MY LIFE. MY CARD. idea as the lynchpin of American Express's new campaign. American Express responded favorably and, between July 26 and July 28, Ogilvy developed several advertisements centering on the slogan. On July 29 Ogilvy's outside counsel conducted a preliminary trademark search to determine the availability of the slogan as a service mark in the United States. Ogilvy next asked its counsel to follow-up with a full trademark search on July 31, which was two days prior to the scheduled delivery date of Goetz's proposal to American Express. Neither trademark [**5] search produced any references to Goetz.

[*159] After deciding in August 2004 to proceed with the slogan and the campaign, American Express registered the domain name www.mylifemycard.com on September 1, 2004 and filed an Intent to Use application for MY LIFE. MY

CARD. with the United States Patent and Trademark Office on September 15, 2004. Ultimately, in early November 2004 American Express launched the global campaign by means of television, print, outdoor, and Internet advertising. The present litigation followed.

During discovery, Goetz sought to examine in their entirety numerous computer hard drives belonging to Ogilvy and American Express employees. When American Express refused this request, Goetz moved to compel production. On October 27, 2005 Judge Kaplan granted Goetz's motion only to the extent it involved electronic records pertinent to the disputed dates of creation of two documents. The district court also granted American Express's motion to stay further discovery pending the court's disposition of its summary judgment motion.

In a judgment entered on February 24, 2006 the court granted summary judgment to American Express and dismissed Goetz's counterclaims. The court held [**6] that Goetz had "no valid protectable trademark rights in My Life, My Card or any other purported mark using those words that are senior to [American Express's] rights in MY LIFE. MY CARD." The district court also observed that Goetz did not contest that American Express independently conceived of the slogan. Following entry of judgment, Goetz filed a timely appeal of the trademark ruling as well as its October 27, 2005 order denying his more far-reaching discovery motion.

DISCUSSION

I Standard of Review

We review the district court's grant of summary judgment *de novo,* construing the facts in the light most favorable to Goetz. *See Tocker v. Philip Morris Cos.,* 470 F.3d 481, 486 (2d Cir. 2006). Discovery rulings are reviewed under an abuse of discretion standard. *Gualandi v. Adams,* 385 F.3d 236, 244-45 (2d Cir. 2004).

II Goetz Did Not Use the Slogan As a Trademark

Under the Lanham Act, 15 U.S.C. §§ 1051 *et seq.,* a trademark or service mark is any combination of words, names, symbols or devices that are used to identify and distinguish goods or services and to indicate their source. *See* 15 U.S.C. § 1127. While copyright law protects the content of a creative work itself, *see EMI Catalogue P'ship v. Hill, Holliday, Connors, Cosmopulos Inc.,* 228 F.3d 56, 63 (2d Cir. 2000), [**7] it is trademark law that protects those symbols, elements or devices which identify the work in the marketplace and prevent confusion as to its source. *See id.* at 62-63; *see also* 1 J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition* § 6:17.50, at 6-38 (4th ed. 2000) (noting that trademark law does not serve as a substitute for copyright). For example, the title of a song might identify that song in the marketplace, but the musical composition itself would not perform that function; thus, while the title may be protectable by trademark, the composition would not be. *EMI Catalogue P'ship,* 228 F.3d at 63. Further,

a mark that does not perform the role of identifying a source is not a trademark. *See id.* at 64.

Notably, the same mark that performs this source-identifying role in one set of hands may constitute the creative work itself in another. Such distinction often is appropriate when an advertising agency licenses a slogan to a client for the client's use in marketing a product. In this scenario, [*160] the slogan is part of the advertising agency's creative work, but it may become a source identifier when used by the client. *See* 2 McCarthy, *supra,* § 16.39, at 16-64.2 ("In many [**8] situations . . . the mere conception of a mark by an advertising agency for possible use by the client does not create any trademark rights in the agency.").

The Patent and Trademark Office's Trademark Trial and Appeal Board has long recognized, in such situations, that the slogans cannot be registered as marks by the advertising agency, even if they would be subject to registration by the end users of the marks. *See In re Admark, Inc.,* 214 U.S.P.Q. 302, 303 (T.T.A.B. 1982). The reason is plain: the slogan does not identify and distinguish the services of the advertising agency, but rather is the creative work itself. *Id.; see also In re Adver. & Mktg. Dev., Inc.,* 821 F.2d 614, 620 (Fed. Cir. 1987) (explaining that an advertising agency cannot register a mark it uses to identify the subject of the advertising as opposed to the agency's services); *In re Local Trademarks, Inc.,* 220 U.S.P.Q. 728, 730 (T.T.A.B. 1983) ("We believe that applicant's insurance agency clients would view the slogan 'WHEN IT'S TIME TO ACT[]' . . . as a feature of applicant's

product and not as a mark identifying and distinguishing the service being rendered by applicant.").

In the present case, construing all the [**9] facts in Goetz's favor, the only reasonable conclusion that can be drawn is that My Life, My Card was a component of Goetz's business proposal to the credit card companies rather than a mark designating the origin of any goods or services he offered to them.

According to Goetz, he believed that the phrase My Life, My Card would "perfectly embody what card consumers sought." Yet, for the obvious reason that Goetz did not sell credit cards, he never displayed the slogan to card consumers. Instead, he offered the slogan as a complement to the card personalization concept and software he proposed to sell and, in this respect, his claim is no better than that of an advertising agency that offers its clients a marketing concept to enhance their sales.

Our review of Goetz's letters and proposals to card companies reinforces that conclusion. Every use of the tagline My Life, My Card is immediately followed by the name of a credit card company which might choose to deliver personalized cards with such a slogan. My Life, My Card never appears as a stand-alone logo and the phrase is never followed by a reference to Goetz himself or his company. It is thus clear that Goetz did not intend the phrase [**10] My Life, My Card to ensure MasterCard, American Express or Citigroup would associate the card personalization concept with him, but instead to interest these companies in a slogan that would identify personalized cards with whichever

company elected to make this product available to its customers.

A comparison of Goetz's use of the Mez Design logo with his use of the My Life, My Card slogan in his correspondence with prospective clients further illustrates our point. The Mez Design logo appeared in the upper left hand corner of both the proposal itself and Goetz's cover letters to the companies. Such placement indicated to readers that Mez Design was the source of Goetz's proposal. Similarly, in his letters Goetz emphasized that "[w]ith over 10 years of marketing and design expertise, Mez Design is in a unique position to deliver competitive solutions," "Mez Design has helped its partners increase brand awareness and gain market share," and "Mez Design has done the research, and will invest the capital to deliver your product." We recognize that a company's [*161] marks need not be derived from its trade name, and many companies use multiple marks, but Goetz's references to Mez Design furnish [**11] a solid example of typical trademark usage: Goetz plainly desired readers to associate his goods or services with the Mez Design mark. My Life, My Card, by contrast, appeared in the section of Goetz's correspondence in which he described the content of his proposal.

In sum, Goetz employed the slogan My Life, My Card to generate interest among potential licensee credit card companies and not to differentiate or identify the origin of his goods or services. In such circumstances, the slogan served as "a mere advertisement for itself as a hypothetical commodity." *Silberstein v. Fox Entm't Group, Inc.*, 424 F. Supp.

2d 616, 633 (S.D.N.Y. 2004). Consequently, Goetz's trademark claim was properly dismissed.

III Analogous Use

It is firmly established that "the right to exclusive use of a trademark derives from its appropriation and subsequent use in the marketplace." *La Societe Anonyme des Parfums le Galion v. Jean Patou, Inc.,* 495 F.2d 1265, 1271 (2d Cir. 1974) (Friendly, J.). Thus, there can be no trademark absent goods sold and no service mark without services rendered. *See, e.g., Chance v. Pac-Tel Teletrac Inc.,* 242 F.3d 1151, 1156 (9th Cir. 2001) ("[L]ike with trademarks, common law rights [**12] are acquired in a service mark by adopting and using the mark *in connection with services rendered."* (emphasis added)). Unlike trademarks, service marks usually cannot be "affixed" or displayed in close connection with the services, so advertisements and solicitations are often used as evidence of use. *See generally* 4A Rudolf Callmann, *The Law of Unfair Competition, Trademarks and Monopolies* § 26:27, at 26-225 to 26-228 (Louis Altman 4th ed. 1998). However, it cannot be said that a service mark is actually used if it is displayed in an advertisement for services that are non-existent or will only hypothetically be available at some point in the future. *See, e.g., Greyhound Corp. v. Armour Life Ins. Co.,* 214 U.S.P.Q. 473, 474-75 (T.T.A.B. 1982). Goetz made no actual use of My Life, My Card since Goetz's services were wholly hypothetical when he sent his promotional materials to the credit card companies.

Goetz counters that even if he did not actually use My Life, My Card as a trademark, his activities were analogous to trademark use. Goetz cites *Diarama Trading Co. v. J. Walter Thompson U.S.A., Inc.,* No. 01 Civ. 2950, 2005 U.S. Dist. LEXIS 19496, 2005 WL 2148925 (S.D.N.Y. Sept. 6, 2005) and *Housing & Services, Inc. v. Minton,* No. 97 Civ. 2725, 1997 U.S. Dist. LEXIS 8883, 1997 WL 349949 (S.D.N.Y. June 24, 1997), [**13] in support of the assertion that analogous use is sufficient to establish trademark rights in the absence of actual use. These cases suggest that the analogous use doctrine, where it applies, eases the technical requirements for trademarks and services marks in favor of a competing claimant who asserts priority on the basis of earlier analogous use of the mark. *Diarama,* 2005 U.S. Dist. LEXIS 19496, 2005 WL 2148925, at *7 ("[P]rior 'use of a designation . . . in a manner analogous to trademark and service mark use' can defeat a trademark registered by a subsequent user."); *Minton,* 1997 U.S. Dist. LEXIS 8883, 1997 WL 349949, at *3 (noting that evidence of an actual sale may not be required to establish prior use).

Goetz's use of the My Life, My Card logo does not qualify as analogous use. At the very least analogous use must be use that is "open and notorious." *See Minton,* 1997 U.S. Dist. LEXIS 8883, 1997 WL 349949, at *4. In other words, analogous use must be "of such a nature and extent" that the mark has become [*162] "popularized in the public mind" so that the relevant segment of the public identifies the marked goods with the mark's adopter. *Id.; see Diarama,* 2005 U.S. Dist. LEXIS 19496,

2005 WL 2148925, at *7. Here, Goetz used his slogan only in communications with a few commercial actors within [**14] the credit card industry. There was no public exposure of the My Life, My Card slogan. In fact, Goetz himself, in a series of emails to Hans Krebs between August and October 2004, indicated that he wanted to keep a low profile for the project and for the website. Such use was neither open nor notorious and My Life, My Card never came to be associated with Goetz in the public mind.

Moreover, as Goetz never made actual use of the slogan, he would have us rely on his purported analogous use as the sole source of his trademark rights. The doctrine, however, has not been stretched so far as to obviate the requirement that Goetz show eventual actual use. *See De Beers LV Trademark Ltd. v. DeBeers Diamond Syndicate Inc.*, 440 F. Supp. 2d 249, 265 n.14 (S.D.N.Y. 2006) ("[I]nsofar as plaintiffs contend that they can obtain protectable rights in a mark *solely* through [analogous use], this view of Section 43(a)'s scope has never been adopted by this circuit." (emphasis in original)); *WarnerVision Entm't Inc. v. Empire of Carolina Inc.*, 915 F. Supp. 639, 646 (S.D.N.Y. 1996), *vacated on other grounds* 101 F.3d 259 (2d Cir. 1996) (any promotional activities "must be within a commercially reasonable [**15] time prior to actual use" for them to be considered analogous uses).

IV Discovery Ruling

Goetz unpersuasively claims that the district court abused its discretion by limiting discovery to ascertain whether American Express independently conceived of MY LIFE. MY CARD. Specifically, Goetz appealed the district court's October 27, 2005 order denying him full access to computer hard drives of employees of American Express and Ogilvy who worked American Express's campaign.

The district court granted Goetz's motion to compel production in part and afforded him access to electronic records pertaining to documents the dates of creation of which were in question. Although Goetz's motion called for broader discovery than was granted him, Goetz has not identified any error in the district court's determination that "such wholesale rummaging" through American Express's electronic records was not appropriate here.

CONCLUSION

For these reasons, the judgment of the district court granting American Express's motion for summary judgment and dismissing Goetz's counterclaims is affirmed.

UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF NEW YORK

AMERICAN EXPRESS COMPANY,
Plaintiff,

05 Civ, 1555 (LAK)

-against-

STEPHEN G. GOETZ and
GARDNER DESIGN GROUP,
Defendants.

JUDGMENT

WHEREAS, on February 3, 2006, the Motion for Summary Judgment (the "Motion") of Plaintiff/Counterclaim Defendant American Express Company (the "Plaintiff') came on for oral argument before the Honorable Lewis A. Kaplan of the United States District Court, Southern District of New York. seeking declaratory judgment in Plaintiffs favor on all counts in its Complaint for Declaratory Judgment and dismissal of all counterclaims asserted by Defendants Stephen G. Goetz ("Goetz") and Gardner Design Group („'Gardner") (collectively the "Defendants") in the matter on the grounds that, inter alia, (i) Plaintiffs use of and application with the U.S. Patent and Trademark Office to register the service mark "MY LIFE. MY CARD." did not violate any rights the Defendants may have pursuant to 15 U.S.C. § 1125(a) or constitute unfair competition or trademark infringement under the common law or statutes of any state in the United States; (ii) Plaintiff had not misappropriated any proprietary right of Defendants or en-

gaged in any act of unfair competition with respect to Defendants contrary to the common law or laws of any state in the United States through its adoption and use of the mark "MY LIFE. MY CARD."; and (iii) Defendants had no valid protectable trademark rights in their purported mark "My Life, My Card";

WHEREAS, Plaintiff having submitted with the Court its papers in support of its Motion and Defendants having submitted with the Court their papers in opposition to the Motion;

WHEREAS. after hearing oral argument, the Honorable Lewis A. Kaplan, ruled on February 3, 2006, in favor of Plaintiff, granting Plaintiffs Motion in its entirety and finding that Plaintiff did not misappropriate any proprietary right of Defendants or engaged in any act of unfair competition with respect to Defendants contrary to the common law or laws of any state in the United States through its adoption and use of the mark "MY LIFE. MY CARD." and that Defendants had no valid protectable trademark rights in their purported mark "'My Life, My Card";

WHEREAS, the Court also directed Plaintiff to settle judgment on three days notice to Defendants, pursuant to Local Rule 77.1; and

NOW in accordance with the Court's ruling on February 3,2006, it is

ADJUDGED, that Plaintiff's use of and application with the U.S. Patent and Trademark Office to register the service mark "MY LIFE. MY CARD." do not violate any rights the Defendants may have pursuant to 15 U.S.C. § 1125(a) or constitute unfair competition or trademark infringement under the common law or statutes of any statute in the United States;

ADJUDGED, that Plaintiff has not misappropriated any proprietary right of Defendants or engaged in any act of unfair competition contrary to the common law or laws of any state in the United States through its adoption and use of Plaintiffs mark "MY LIFE. MY CARD.":

ADJUDGED, that Defendants have no valid protectable trademark rights in their purported mark "'My Life, My Card" or any other purported mark using these words that are senior to Plaintiffs rights in their "MY LIFE. MY CARD." service mark;

ADJUDGED, that the counterclaims (including the claims that were initially brought by Goetz in *Stephen Gardner Goetz v. American Express Company*, Civil Action No. 05-CV-6178 (LAK) (JCF), which was dismissed by Stipulation filed on August 3, 2005 as duplicative of the counterclaims in this Action) against Plaintiff are hereby dismissed in their entirety with prejudice; and

ADJUDGED, that, pursuant to Fed. R. Civ. P. 54(d) and Local Rule 54.1, Plaintiff may recover its costs of suit as taxed by the Clerk upon filing a request for costs pursuant to Local Rule 54.1.

Dated: New York, New York
February 23, 2006

Hon. Lewis A. Kaplan, U.S.D.J.

UNITED STATES DISTRICT COURT FOR THE
SOUTHERN DISTRICT OF NEW YORK

AMERICAN EXPRESS COMPANY,
Plaintiff,

05 Civ, 1555 (LAK)

-against-

STEPHEN G. GOETZ and
GARDNER DESIGN GROUP,
Defendants.

ORDER

LEWIS A KAPLAN, District Judge.

For reasons stated on the record in open court, plaintiff's motion for summary judgment is granted in all respects and the counterclaims are dismissed.

Settle judgment on three days' notice.

SO ORDERED,

Dated: February 3, 2006

Lewis A. Kaplan
United States District Judge

UNITED STATES DISTRICT COURT FOR THE
SOUTHERN DISTRICT OF NEW YORK

AMERICAN EXPRESS COMPANY,
Plaintiff,

05 Civ, 1555 (LAK)

-against-

STEPHEN G. GOETZ and
GARDNER DESIGN GROUP,
Defendants.

Oral Ruling From February 3, 2006
Hearing Transcript (pp.24-32)

THE COURT: I am ready to rule on this matter.

In July of 2004, the defendant Steven G. Goetz conceived of a service of personalizing credit cards with a reproduction on the face of the card of a photograph selected by the card holder. He decided to use the phrase My Life, My Card in connection with it. He submitted the idea both to MasterCard and plaintiff American Express, the latter by letter dated July 30, 2004.

In November 2004, American Express launched a nationwide branding campaign for its credit cards that uses the slogan My Life. My Card. Goetz in due course communicated his view that American Express stole that slogan from him. American Express brought this action for declaration that it had not misappropriated the slogan and that Mr. Goetz has no viable claim of infringement of any proprietary rights. Mr. Goetz has counterclaimed on a number of theories that boil down essentially to

claims of misappropriation of the slogan and trademark infringement.

After the lawsuit was underway, American Express came forward with substantial evidence that its advertising agency independently came up with the slogan before Goetz contacted it. That matter before the Court on American Express's motion for summary judgment for a declaration as prayed in the complaint and to dismiss Goetz's counterclaims. Although Goetz does not formally concede independent creation by American Express, he no longer disputes American Express on this point. The central issue that remains therefore is whether American Express has infringed Goetz's alleged trademark, which in turn depends upon whether Goetz has any trademark rights at all. If he does, whether they are senior to those of American Express and if they are whether there is any likelihood of confusion.

As I resolve the case on the basis of the first of these questions, there is no need to go any further. As I say, in early July 2004 Goetz conceived of a service that I have described. He decided to use the My Life, My Card phrase on or before July 28. The date on which he sent a proposal to MasterCard that bore the legend My Life, My Card at the top. He wrote, as I mentioned, to American Express two days later on July 30 in an effort to interest American Express in its services. He proposed what Goetz described as a strategic relationship between himself and American Express. Underneath the signature block on the first page, Goetz' letter contained the following line: "My Life, My Card, American Express delivers personalized cards to its

cardholders." The same line appeared on the top of the second page, although the slogan was in larger and somewhat more prominent type. American Express never responded to the letter.

In the present posture of the case, it is not necessary for me to go through all of the evidence that shows that American Express and its advertising agency came up with a slogan so similar to Goetz at almost the same moment in time. Suffice it for the moment simply to say Ogilvy & Mather, AmEx's advertising agent, had drafted a script for an American Express TV commercial using My Life. My Card as early as July 15, that the use of that slogan was discussed in a meeting between Ogilvy and American Express on July 22nd, that by July 27, Ogilvy had prepared five scripts for TV commercial for campaign using that phrase, and that Ogilvy no later than July 29 had asked outside counsel to do a preliminary trademark search for My Life. My Card. All of this was prior to Goetz' dispatchment of his letter to American Express.

Not long after Goetz had the idea for the slogan, he approached a classmate, Hans Krebs, who created a demonstration Internet website for Goetz. On August 10, 2004, Krebs advised Goetz that the initial design for the demo, that is reference to the website, was ready to look at and he provided Goetz with a web address at which Goetz could view it. The demo contained a graphic or mockup of a graphic for MasterCard which displayed the phrase My life, My Card in association not with Goetz's name or the name of anyone connected in any way to him, but instead adjacent to the MasterCard logo. In a November 9, 2004, email, Goetz gets as-

sured MasterCard that "Neither visa nor Server-Side are aware of our existence, hence, no public access to our demo or advertised website. We want to maintain the element of surprise for MasterCard."

In the meantime American Express was also busy. On August 30, 2004 it requested a comprehensive search for My Life. My Card. This revealed no reference to Goetz or any of his affiliates or to his My Life, My Card slogan. So on September 1st, 2004 American Express registered the domain name "WWW.Mylifemycard.com."

Goetz picked up on this almost immediately. On September 7, 2004, six days later he discovered that AmEx had reserved the domain name on September 1st. So Goetz registered the domain name "MyLife-My Card.com" on September 7. On the following day, September 8, he filed an application to register a trademark for his slogan. In the meantime, slightly thereafter, American Express on September 15, 2004 filed an intent to use application for the My Life. My Card phrase. It claims that it had no knowledge of Goetz's application when it did so. And, in fact, the declaration that is submitted from an in-house lawyer established no more that that particular individual lacked any such knowledge. On the other hand, it is certainly no evidence that American Express knew about Goetz's application.

Finally, on November 8, 2004, American Express launched its global use of My Life. My Card. It is undisputed that Goetz never made a single sale of any goods or services using the phrase My Life, My Card prior to American Express' global

launch of the My Life. My Card phrase. His only use of the slogan before the filing on September 15, 2004 of American Express' intent to use application were in proposal letters to American Express and MasterCard on two websites and in the domain name that Goetz registered.

"A trademark or service mark is, essentially, a designation of origin. It serves to inform the public of the source of the goods or services. One therefore may not own a trademark unless one uses the mark as a designation of origin on in connection with goods or services made or furnished by or under one's control." So when courts speak of trademark use of a mark, they refer to whether the punitive mark has been used to identify the source of goods or services. Trademark use is a sine qua non of a trade or service mark.

In this case Goetz's use of the slogan in the proposal letters and on the websites and for that matter in the domain name was not trademark use for the simple reason that he never used the slogan to inform anyone of the source of any goods or services offered by him. Rather, it was used in the context of an invitation to the viewers to license slogan from Goetz for their own use. The letter to American Express, for example, used the phrase My Life, My Card followed by the words "American Express delivers personalized cards to its cardholders" in an effort to persuade American Express to license the slogan from Goetz. The graphic Goetz caused to be placed on Krebs' website used the slogan in its close association with the MasterCard logo as part of its demonstration the object of which was to persuade

MasterCard to license the use of the slogan from Goetz.

In consequence, Goetz cannot possibly prevail here even without regard to whether there is a question concerning the extent to which the uses on the websites were publicly available. And I don't think there is much question about that given Goetz's emails.

One other point might be made. Sometimes it is perfectly apparent that some phrase, mark or symbol is being used in such a manner that customers or perspective customers are likely to see it as an indicator of origin. That is not inevitable. By putting in issue the question of whether Goetz ever had made any trademark use of the mark, an issue on which Goetz at trial would have the burden of proof, American Express cast the burden on Goetz to come forward with admissible evidence which if believed would justify a trier of fact in finding that Goetz's use of the My Life, My Card slogan was a trademark use, that is, a use as a source identifier. Goetz came forward with no evidence whatsoever.

I regard the argument that was made this morning, to wit, that American Express has sought registration of My Life. My Card as demonstrative or creating an issue of fact as to whether Goetz's use was a trademark use has good forensics but not good law for reasons that were adduced during the course of the colloquy. American Express uses the phrase differently, they use it in conjunction with their logo, and in connection with services that have an obvious relationship to the slogan, the issuance of credit cards. All of that distinguishes its

use from the use that Goetz made during the relevant time period.

Moreover, the fact that American Express is taking a position in another form as to its own use, which Goetz regards as inconsistent with their argument here as to his use, doesn't raise an issue of fact as to Goetz's use. American Express may be wrong in the other form. They may, in fact, conceivably have registration denied by the GTAD eventually on the ground that their use isn't a trademark use either. But that doesn't help Goetz in any way here. It is clear on the face of it to me that Goetz's use is not a trademark use. I don't think it is a close call. If it were a close call, it was Goetz's burden to come forward with evidence that would have justified a conclusion in his favor and he didn't. In this regard, a passage from McCarthy on trademarks, Section 3.3 at Page 3-7 is singularly asked. Professor McCarthy writes as follows: "Usually the proponent of exclusive rights in a designation satisfies its burden of proof by pointing out that it has used the designation in such a manner that both customers and competitors are likely to recognize it as an indication of origin. While this is circumstantial evidence, it usually is persuasive. In a borderline case where it is not at all obvious that the designation has been used as a mark, survey evidence may be necessary to prove trademark perception."

Of course, one could expand on that. There might be other evidence that might be persuasive, I imagine. But the long and short of it is I don't regard this as a borderline case and even if it were

there is no evidence, survey or otherwise, to support the claim of trademark use by Goetz.

In light of all of that, I have no occasion to reach all of the other issues that counsel have raised in abundance of caution. Motion for summary judgment is granted in all respects. The plaintiff is directed to settle a form of declaratory judgment and indeed a form judgment on three days' notice. The counterclaims are all dismissed.

Thank you, counsel.

USDC SDNY
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DATE FILED: 10/19/05

October 17, 2005
BY OVERNIGHT MAIL

The Honorable Lewis A. Kaplan
United States District Judge
Southern District of New York
500 Pearl Street, Room 1310
New York, New York 10007

Re: American Express Company v. Stephen G. Goetz et al., Case No. 05-CV-1555 (LAK)(JCF): Plaintiff's Motion for Stay

Dear Judge Kaplan:

We are in receipt of the October 17, 2005 letter from counsel for American Express requesting a stay in the above-referenced matter of "all dates under the Scheduling Order and all discovery" pending the Court's decision on American Express's pending motion for summary judgment. Not only is a stay unwarranted in this situation, it would be grossly unfair to the defendants, who have yet to receive any meaningful discovery from American Express.

The motion for summary judgment, on its face, is directed to "all of AmEx's claims for declaratory judgment in its Complaint" and "all of the counterclaims brought by Defendant Stephen G. Goetz". *See, e.g.,* Mem. at 1. Further, even a cursory review of the motion papers reveals that the motion is highly fact-intensive. For example, the motion is supported by the declaration of five individuals, including American Express's counsel, each such declaration, in turn, being supported by multiple exhibits.

Counsel for the respective parties discussed the issue of discovery last Friday, October 14, 2005. During that conversation, defendants' counsel offered by way of compromise to take the depositions of the summary judgment declarants first. Thereafter, a determination would be made regarding what additional depositions, if any, would be required. Since that conversation, counsel for American Express has stated that it will not allow even the depositions of the summary judgment declarants, as it is seeking a stay of "all" discovery.[1] *See* E-Mail from Marc Rachman to George Summerfield (Oct. 17,2005) (Ex. A).

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[1] As an aside, as defendants' counsel pointed out during the conversation of last week, the 10 individuals noticed for deposition were originally selected because they had been identified as knowledgeable in American Express's Initial Disclosure pursuant to Fed. R. Civ. P. 26(a).

More generally, however, the approach urged by American Express would be extremely unfair to the defendants. American Express, who brought this matter in the first place, now moves for summary judgment on everything, and asks the Court, and the defendants to accept at face value that the facts as stated in the motion papers are true, and that the supporting documents are authentic. Rather than being subjected to this proposed unfair procedure, the defendants are "entitled to discovery on these and all other issues of fact in this action before the court's time is taken up with premature motion practice." *See Flynn v. Goldman, Sachs & Co.,* 1991 U.S. Dist. LEXIS 15785 (S.D.N.Y. Nov. 1, 1991) at *17. The proposed stay should not issue.

Finally, the defendants hereby move, pursuant to Fed. R. Civ. P. 56(f) for additional time to respond to the pending motion for summary judgment, thereby allowing them to conduct the discovery to so respond. The defendants request an extension to so oppose until two days after the deposition of the final summary judgment declarant (excluding American Express's counsel) has been concluded. A declaration of defendants' counsel, as required under Fed. R. Civ. P. 56(f) is attached hereto as Exhibit B.

Respectfully submitted
s/ Richard G. Tashijian

cc: Marc J. Rachman, Esq. (by facsimile)
Margaret Duncan. Esq. (by facsimile)

Denied. See, e.g., Gorary v. Winehouse, 190 F.3d 37, 43-44 (2d Cir. 1999).

SO ORDERED

s/ LEWIS A. KAPLAN, USDJ
10/19/05

UNITED STATES COURT OF APPEALS FOR
THE SECOND CIRCUIT
THURGOOD MARSHALL U.S. COURT HOUSE
40 FOLEY SQUARE, NEW YORK, N.Y. 10007

Catherine O'Hagan Wolfe
CLERK OF COURT

At a stated Term of the United States Court of Appeals for the Second Circuit, held at the Daniel Patrick Moynihan United States Courthouse, 500 Pearl Street, in the City of New York, on the 24th day of March two thousand eight.

Before: Hon. Dennis Jacobs, Chief Judge,
Hon. Richard C. Cardamone,
Hon. Rosemary S. Pooler,
Circuit Judges.

American Express Co.,
Plaintiff-Counter-Defendant-Appellee,
v.
Stephen G. Goetz and Gardner Design Group, LLC,
Defendants-Counters-Defendants-Appellants.

ORDER
No.06-2184-cv

Appellants Stephen G. Goetz and Gardner Design Group, LLC, having filed a petition for panel rehearing and the panel that determined the appeal having considered the request,

IT IS HEREBY ORDERED that the petition is denied.

For the Court:
Catherine O'Hagan Wolfe, Clerk

By: /s/ _____
Frank Perez, Deputy Clerk